

ABOUT THE CONFERENCE

THE CONFERENCE

UX IRELAND IS A NEW, PRACTICAL CONFERENCE FOR USER EXPERIENCE (UX), USER RESEARCH AND USER INTERFACE (UI) DESIGN COMMUNITIES IN IRELAND.

Held in the heart of Dublin, UX Ireland will be host to a range of designers from all over the world providing key insights into their fields. This will be a valuable opportunity to learn from industry experts, mix with fellow designers and shape your community from the inside!

OUR VENUE

The Trinity Biomedical Sciences Institute

TRINITY COLLEGE DUBLIN, IRELAND

[WWW.TCD.IE](http://www.tcd.ie)

The Trinity Biomedical Sciences Institute (TBSI) is a new state-of-the-art research facility at Trinity College Dublin (TCD). This leading edge development is equipped with advanced AV

systems and is conveniently located next to Pearse train station. It sits in the heart of Dublin city, right beside the historic TCD campus and the famed River Liffey.

WHAT OUR PARTICIPANTS SAY

We aim to provide valuable experiences for everyone who participates in one of our events. Here's what people say:

"Great to meet so many knowledgeable and interesting people at #uxcam over the past 3 days"

Jonathan Roberts
Participant, UX Cambridge 2015

"Big thank you to the lovely team behind @uxcampdublin for such a great, insightful #uxcampdublin, it was a good craic!"

Sherif Mekky
Speaker, UX Camp Dublin 2016

OUR PARTICIPANTS

180+

WE ARE AIMING TO ATTRACT 180+ PROFESSIONALS.

The individuals and companies represented will be facing many challenges and looking for solutions to a wide range of user related situations. They will have a passion for user-focused design and creating genuinely useful experiences.

WHO ARE YOUR HOSTS?

Software Acumen

Our aim is to provide Great events rather than Big events. We are a small team of passionate professionals operating in Cambridge, UK. We pride ourselves on being user-focused, designing then refining all our events to ensure our participants want to come back every year. We attract a global audience to a range of events across the UK including: Agile Cambridge, Agile Manchester, UX Scotland and Service Design in Government.

"Great 3 days at #sdinGov, heard from loads of great speakers and spoke to loads more. Cheers guys! @SDinGov"

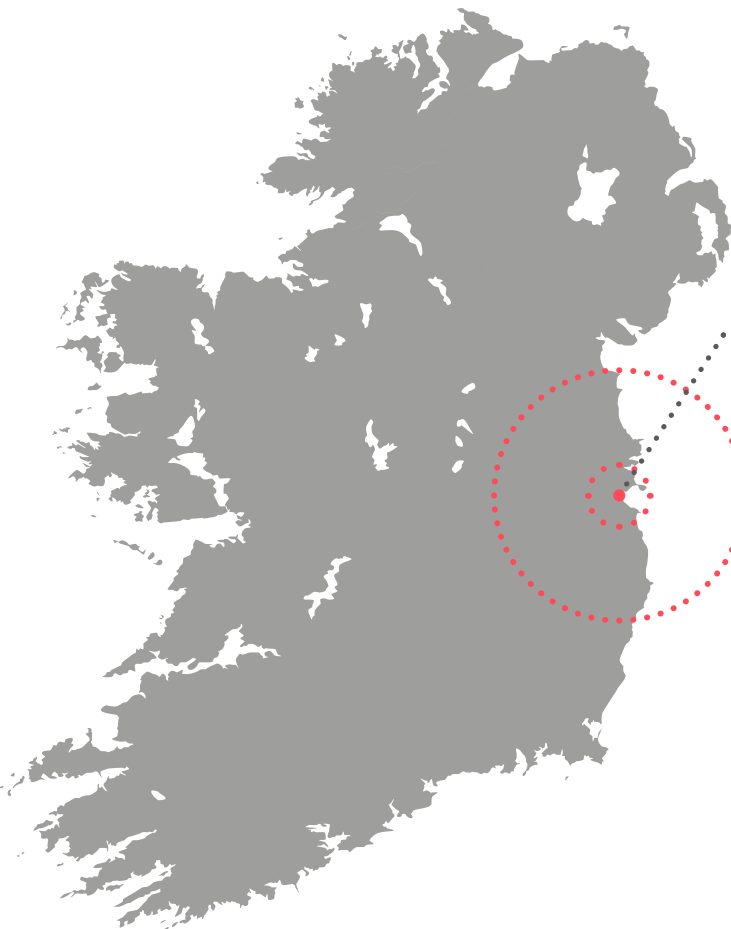
Tom Dewing
Participant, Service Design in Government 2016

Graphic Mint

We are an award-winning UX design and innovation studio providing Usability Testing, User Experience Strategy & User Interface Design for extraordinary experiences. We have been involved in the planning and running of many global design events including the Interaction conferences, Defuse, UX Camp, UX for Business and Captivate: A CX Masterclass. We also aim to bridge the gap between UX design education and practice in Ireland through our training initiative, Graphic Mint Academy.

"I wanted more design knowledge and skills and the sessions looked very well put together. ...I have learned a lot and have a lot of ideas for my own practice. [UX Scotland was] Excellent, it was worth attending and I hope to be back."

Abigail Truebig
Participant, UX Scotland 2016



	PLATINUM 1 AVAILABLE	GOLD LIMITED AVAILABILITY	SILVER LIMITED AVAILABILITY	BRONZE NO LIMIT	SOCIAL EVENING 1 AVAILABLE
PACKAGE PRICE (EXCL. VAT)	€6000	€4000	€2500	€750	€1000
WEBSITE SPONSOR PAGE	• Logo & Link • 250 word bio • PDF Download	• Logo & Link • 200 word bio	• Logo & Link • 150 word bio	• Logo & Link	• Logo & Link
TWEET OUTS (MIN)	10	8	6	4	2
PARTICIPANT BOOKLET	• Logo on Sponsor Page • Full Page Advert	• Logo on Sponsor Page • Full Page Advert	• Logo on Sponsor Page	• Logo on Sponsor Page	• Logo on Sponsor Page
PARTICIPANT PACK INSERTS	2 (or e.g. t-shirts etc)	1	1	1	1
OPENING & CLOSING REMARKS	• Logo on slide • Mentioned by name	• Logo on slide • Mentioned by name	• Logo on slide	• Logo on slide	• Logo on slide
EXHIBITION SPACE	• 2m x 1m space • Banner at Social Evening	2m x 1m space	2m x 1m space	-	Banner at Social Evening
PARTICIPANT LIST (INCLUDES EMAILS WHERE AVAILABLE)	✓	✓	✓	-	✓
DISCOUNT OFF CONFERENCE TICKETS	30%	25%	20%	15%	15%
TICKETS INCLUDED	5	3	2	-	-
PERSONNEL TICKET (NO ACCESS TO SESSIONS)	2	1	-	-	-
SPEAKING SLOT	90 minutes (or 2x45 minutes)	60 minutes	-	-	2 minute welcome/intro at Social Evening
WEBSITE HOME PAGE	• Logo & Link	• Logo & Link	-	-	-
SOCIAL EVENT GIVEAWAYS (OPTIONAL)	✓	-	-	-	✓

If the packages are too prescriptive, don't offer the right fit, or if you just have an idea you'd like to try out, please contact:

Cara Hanman - cara@software-acumen.com or **Séamus Byrne** - seamus@graphicmint.com

Social Evening Sponsorship

Add this to any package for **€650**. This will subsidise the refreshments available and you receive all the additional benefits of that package. If you have a bigger budget then we can do more to delight.

Add Delight

Sponsors help us provide something extra.

We welcome all opportunities to surprise, delight and lift a participant above their expected experience at one of our events. For example you could be thinking about offering:

- a constructive activity like a LEGO® build,
- giveaways like pens, cups, t-shirts etc
- social activities like a photo booth, LEGO® firewalk, graffiti-ing t-shirts or a social photo wall with polaroid cameras.

We are always interested in adding something that will get people talking and make their experience truly memorable.

We are also always happy to make sponsor's giveaways and promotional items available from the registration desk. Please let Cara know if you would like to utilise this option.

Noteworthy

We would like all potential sponsors to know that we will be finalising the programme at the middle of **August**.

If you would like a package including a session we will need to confirm your session details by **21 August 2016**.

Tickets

Ticket allocation includes speakers.

A limited number of additional personnel tickets are available at €100 per day.

These do not allow access to the conference but do include all refreshments and the social evening. Contact us for more information.

Lanyards/Bags

We have two available additions to any of the above packages at no extra charge.

If you would like to supply branded lanyards to hold the name badges, or branded bags for the participant packs, please express your interest when confirming your sponsorship. Each offer is on a first come, first served basis.

Next Steps

If you have any questions, are keen to book, would like to discuss the packages, or create something specific, please do get in touch:

Email:
cara@software-acumen.com
 or
seamus@graphicmint.com

Phone:
 You can also contact **Software Acumen** on **+44 (0)1223 900 107** or **Graphic Mint** on **+353 1 478 8444**

Twitter:
 Or tweet us @uxireland